650 Guests Celebrated Hospice “From Sea to Shining Sea”, at NHF’s Seventh Annual Gala

The Sparkling New Venue at National Harbor, MD was a Hit

Emmy-Award winning actor/comedian Brad Garrett was the perfect Master of Ceremonies. NHF honored him with the Budwall Spirit Award for Public Awareness, in recognition of the work he has done through the Maximum Hope Foundation, an organization he founded to help families cope with the financial hurdles that accompany caring for a terminally ill child.

The mother and sister of the late Dr. Carlos Gomez were on stage to receive the Humanitarian Leadership Award on his behalf. NHF bestowed this award posthumously upon Dr. Gomez, in recognition of the dedication and passion he brought to caring for critically ill children and advocating on their behalf.

One of America’s most revered hospice executives, Mary Labyak, received the Healthcare Architect Award. This award recognizes individuals who have made a significant impact in the delivery and understanding of hospice and palliative care. Hear her moving speech at www.nationalhospicefoundation.org/Gala2011.

William Shoenhard, Deputy Under Secretary for Health Operations and Management for the Veterans Health Administration, accepted the Global Vision Award in recognition of the VA’s groundbreaking efforts to ensure Veterans have access to high-quality hospice and palliative care. To learn more about the initiative with NHPCO, visit www.WeHonorVeterans.org.

After dinner and the award ceremony, many people took the dance floor, including Ken Zeri of Hospice Hawaii and NHPCO board member Kate Cummings of Fairview Home Care in Minneapolis.

Among the honored guests were June Ebensteiner (center), her daughter Teresa Kassan (left), and Mary Taverna (right). Mrs. Ebensteiner has been a long-time supporter of NHF.

After working hard all week at the Management and Leadership Conference, guests relished the chance to dress up and relax with friends. Here, Elaine Ashby, Gretchen Brown, Samira Beckwith, Mary Labyak, and Pat Murphy enjoyed some time together.

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Save the Date!

Next year’s Gala will be held on Friday, March 30 at the same fantastic location: the Gaylord National Resort & Convention Center National Harbor, MD. It will be part of NHPCO’s 27th Management and Leadership Conference. Hope to see you there!
A Milestone to Remember—
with a Run to Remember®
NHF Trustee Eleanor Blayney is Aiming to
Raise $60,000 for her Birthday

With a big birthday ending in zero coming up in 2011, NHF Trustee Eleanor Blayney started thinking last year about how to mark this occasion. She decided on a really big challenge. This fall, she will run the Marine Corps Marathon, for the first time since 1994.

But she’s not just training for 26.2 miles. She’s also committed to raising $60,000 for NHF’s Campaign for the National Center for Care at the End of Life. She has already achieved more than 25% of her goal and the race isn’t until October 30.

Eleanor explained, “It may take me a bit longer to train and to finish the race than it did 17 years ago, but I have so much more to run for. Hospice gives us all the hope and assurance that all our days can be lived in comfort and dignity, with everyone and everything around us that we love. Hospice is about living, for every day and minute we are alive. I need your help to get across that finish line so that more people can receive the gift of hospice.”

“We at NHF are just in awe of Eleanor. She’s been a valuable member of our board since 2006. She helped us start our Charitable Gift Annuity program and made the first CGA gift in NHF history. And now, she’s participating in Run to Remember with incredible zeal. We thank her deeply,” said John Mastrojohn, NHF’s executive director, “and are inspired by her commitment.”

To donate to Eleanor’s race, visit http://www.active.com/donate/runtoremember2010/EBlayne1

Is this your year for Run to Remember?

You are welcome to run (or walk) a race in honor of someone you loved who has passed away. Visit www.runtoremember.org to learn how easy it is to select a race, start training, and start fundraising. You can also email Stuart Lazarus at stuart@runtoremember.org.
Donors Participate in Naming Spaces at the National Center for Care at the End of Life

Already, 21 Areas of the Building Have Been Named

The five-year $10 million Campaign for the National Center for Care at the End of Life is off to a strong start, with $2.4 million raised in gifts and pledges by May 31, 2011.

“In a spiritual sense, this building doesn’t belong to NHPCO. It belongs to the donors who believe so completely in the value of hospice and palliative care that they have made significant financial contributions to ensure a permanent home in the Washington DC area,” said J. Donald Schumacher, President and CEO of NHPCO and its affiliates, including NHF.

One key way of demonstrating that the building is a place for everyone is by creating naming opportunities. Already, 21 areas of the building have been reserved. We will showcase some of those named areas—and the donors behind them—in each issue of this newsletter.

Mail Room

The mail room has been named by Home Healthcare Solutions. This company serves the medical supply management needs of hospice and home care organizations across the country.

Run to Remember Office

The office of the Director of Communications and Special Projects has been named by Jeannee and Mike Martin. Jeannee is a long-time board member of NHF and has been a champion of Run to Remember. She’s raised tens of thousands of dollars for NHF by her own participation in several marathons. “We chose this office,” explained Jeannee, “because the primary staff person in charge of Run to Remember is the Director of Communications and Special Projects. We feel such enthusiasm for Run to Remember that it was a natural choice for us.”

Their Mobile Supply Closet™ Program provides staff with on-hand supplies for immediate need and eliminates on-site inventory. Rob Goodsell, Vice President, Business Development said, “After learning about the National Center last summer, it was clear to our team this was a great opportunity to partner with the national organization and give back. We were also thrilled to learn we could select an office space to have our name. Since our core business is medical supply delivery and management to hospice and home health care organizations across the country, we selected the mail room.”

To learn more about naming opportunities, visit http://www.nationalhospicefoundation.org/files/public/Campaign/NAMINGRIGHTS.pdf
NHF Establishes the Zachary Morfogen Art of Caring Award

For Many, the Arts Open Doors of Understanding

The arts have long provided avenues for individuals—and communities—to engage with challenging topics. In recognition of the role that the arts can play in helping people learn more about end-of-life issues, NHF established the Zachary Morfogen Art of Caring Award. This award will acknowledge the individuals or organizations who have used the arts as a means to inspire and increase awareness of end-of-life care and whose central focus of their art is related to end-of-life issues. The creation of the award was formally announced at an NHF reception held at HBO in New York City on June 23, 2011.

The award is named for Zachary P. Morfogen, founding chair of both NHPCO and NHF. Author, playwright, artist, publishing executive and champion of the arts, he became one of the nation’s earliest advocates for hospice care during his tenure as a trustee of Riverside Hospital in New Jersey. Zachary persuaded Riverside Hospital to establish one of the nation’s first free-standing hospices and convinced Time magazine to do a story about the hospice movement. He remains involved with the National Hospice Foundation, serving as an Honorary Trustee and holding the title Founding Chair Emeritus.

Morfogen Gallery of the Arts

Awardees will be presented with a specially selected art prize that has been displayed at the Morfogen Gallery of the Arts, located within the National Center for Care at the End of Life.

The Importance of the Arts

“We are so pleased that NHF will be able to now formally recognize the importance of the arts in educating people about end-of-life issues. For many, it’s easier to understand information—and access feelings—about this period through artistic expression than other means,” said J. Donald Schumacher, president and CEO of NHF and NHPCO.

The first Morfogen Art of Caring Award will be given at the eighth annual NHF Gala, to be held on March 30, 2012 in National Harbor, Maryland, in conjunction with NHPCO’s Management and Leadership Conference.

Your generosity is inspiring

Donors Respond to Call for Disaster Relief Donations After Tomatoes and Floods of this Spring

Using Disaster Relief Funds, NHF awarded grants of $18,000 to the Alabama Hospice Organization and $10,000 to the Missouri Hospice and Palliative Care Association, in the wake of natural disasters this spring. It is the custom of NHF to lend a helping hand to state organizations in times of need. We have also sent donations to other countries, such as Haiti, following the earthquake.

Of course, it is imperative that we replenish the coffers so that we are ready for the next disaster. We sent out two e-appeals, one in May and one in June, resulting in gifts totaling $3,695 to date.

We were moved by the generosity that ranged from individuals making $25 or $50 donations all the way to the Marilyn M. Morfogen and Zachary P. Morfogen (NHF Trustee Emeritus)

This Spring’s disasters have made a big dent in the Fund. Please donate today.
Donate online at: www.nationalhospicefoundation.org/disasterrelief

Louisiana-Mississippi Hospice and Palliative Care Organization making a $1,000 contribution. “LMHPCO’s gift was particularly poignant,” noted NHF Executive Director John Mastrojohn, “since the Fund helped Louisiana and Mississippi in the wake of Hurricane Katrina.”

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It is not unusual for the National Hospice Foundation to receive bequests. Many people feel grateful to the role hospice has played in the lives of their loved ones.

It is somewhat unusual, however, for the bequest to come directly from a grateful patient—someone who was receiving services, facing their own mortality, and yet actively made the decision to thank their hospice with a legacy gift.

But that’s exactly what Mary Patricia Schubert—known as Tricia—did. She left $5,000 to Evercare Hospice, in gratitude for the care she received during the last year of her 8-year battle with LAM, a rare and often fatal lung disease that affects almost exclusively women. Evercare Hospice & Palliative Care is a for-profit company, they have a special partnership with NHF to sign over charitable donations to us, so that donors can still receive a charitable tax donation.

**Tricia’s Story**

Her twin sister Paula explains, “She was diagnosed right after our 40th birthday. For six years, the disease progressed slowly. She had the chance to travel, work, and become very involved in some important charitable efforts. Going into her seventh year, her health started to decline and she got used to enduring a lot of pain. About a year before she died, she made the call to hospice.”

Tricia’s brother Walter picks up the story: “As an oncology nurse, Tricia knew everything that was going on and what she needed.” Paula adds, “Tricia and her hospice nurse, Mary Griffith, became fast friends and that bond grew into a very special relationship. Mary went above and beyond her duties and our family will forever be grateful to her for her compassion and heartfelt generosity.”

Paula thinks it was that bond between Tricia and her nurse that propelled Tricia to include Evercare Hospice in her will, along with other organizations that meant a lot to her.

**Tricia’s Impact**

Another organization to benefit from Tricia’s generosity was the Jatukik Providence Foundation. As the first president of this organization, Tricia had a tremendous impact on its mission to serves poor communities in the Congo, Haiti and the U.S. Today, posters of Tricia hang in Washington, DC and throughout buildings in the Congo, several of which she financed. Although Tricia was never able to travel to Africa or the Caribbean, her spirit continues to live on with all of the people whose lives were changed by her works.

She also had a big effect in her community of Alexandria, Virginia. She was deeply involved in trying to make the lower-income parts of the city safer. Tricia was President of the Inner City Civic Association from 2005 through 2007 and was honored for her leadership, commitment, and unwavering loyalty to the Alexandria Police Department and the ICCA with an award.

Paula says, “Tricia never boasted about what she had done. She was very humble. Very spiritual.” Walter notes, “She derived a great deal of fulfillment in helping people. The joy she got was all she needed. She didn’t want headlines or stories; that didn’t matter to her.”

It matters to us at NHF that we were touched by so special a soul as Mary Patricia Schubert. We are proud to be able to share some of her life story with our supporters. We are immensely grateful for her bequest.

Tricia is survived by her brothers Walter and Joe (Debbie), and her sisters, Paula Schubert, Maria Saltonstall, and Margaret (Paul) Sullivan. She also left behind her nephews, Jack, Matthew, Andrew, Ryan, and Tim, over 100 aunts, uncles, and cousins, and her “second mother,” Dessa Ingram. She was predeceased by her parents, Winifred and Walter Schubert.
Five Tips to Support Those Who’ve Lost a Loved One in Service to our Country

The 4th of July is a time for American patriotism. It is also a good time to publicly show our respect for those who have lost their lives in defense of our country and to offer support to grieving loved ones.

As we mark the 4th of July this year, we are a country involved in conflicts abroad. The ongoing fighting in Iraq and Afghanistan continues to take a toll on our nation. Serious injuries and the untimely deaths of our brave service men and women remind us that life is precious.

Hospice and palliative care professionals – who help families cope with loss on a daily basis – share ideas on how to honor this sacrifice:

1. Acknowledge the day with a phone call or card to the family; tell a story you remember about the service member who has died and/or ask the family to share a story. Keeping their loved one’s memory alive is an important part of healthy grief and coping.

2. Offer to accompany or take the grieving person to the cemetery or other place of remembrance; people are sometimes reluctant to take advantage of such opportunities alone and will appreciate your thoughtfulness.

3. Make a donation in memory of the person who has died to a charity that was important to the service member or the family; this can be a powerful reminder to them that you remember and that you care.

4. Listen. Sometimes the greatest gift we can give is to listen to what others think and feel. Supporting those who are grieving can be as simple as lending an ear or holding a hand.

5. Acknowledge your own feelings; share the range of thoughts and emotions you experience with someone you trust, but not necessarily with the grieving family. Whether it is pride or shame, grief or hope, sharing these feelings is important.

Your community hospice can be a source of information on grief and bereavement. Caring Connections, a program of NHPCO, also offers information on grief at caringinfo.org or by calling the HelpLine at 1-800-658-8898.